

# SYLVIA HRISTAKEVA

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## EMPLOYMENT

Cornell SC Johnson College of Business  
Assistant Professor of Marketing, 2023-present

UCLA, Anderson School of Management  
Assistant Professor of Marketing, 2016-2023

## EDUCATION

Ph.D., Economics, Boston College (Boston, MA), 2016  
B.S., Economics, Trinity College (Hartford, CT), 2009

## RESEARCH INTERESTS

Quantitative Marketing, Empirical Industrial Organization

## PUBLICATIONS

1. “Price Dispersion and Legacy Discounts in the National Television Advertising Market,” with Julie Holland Mortimer (Accepted at *Marketing Science*)
2. “Vertical Contracts with Endogenous Product Selections: An Empirical Analysis of Vendor-Allowance Contracts,” *Journal of Political Economy*, 2022 130:12, 3202-3252
3. “Determinants of Channel Profitability: Retailers’ Control over Product Selections as Contracting Leverage,” *Marketing Science*, 2022 41:2, 315-335
4. “Reduction in Emergency Department Visits for Children’s Asthma, Ear Infections, and Respiratory Infections after the Introduction of State Smoke-Free Legislation,” with Summer Hawkins, Mark Gottlieb, and Christopher Baum, *Preventive Medicine*, 2016 89, 278-285

## WORKING PAPERS

“Bad-drug Ads or Killer Ads: The Effects of Drug Injury Advertising on Viewers’ Health”

“The Effect of Price Caps on Pharmaceutical Advertising: Evidence from the 340b Drug Pricing Program,” with Julie Holland Mortimer and Eric Yde

“Grocery Store Closures and Household Nutritional Choices,” with Julia Levine

“Retailer Competition and Assortment Differentiation: Evidence from Entry Lotteries,” with Brett Hollenbeck and Kosuke Uetake

“The Role of Strategic Retail Assortment Differentiation in Product Proliferation,” with Brett Hollenbeck and Kosuke Uetake

“Working with Competitors: How is Client Conflict Shaping Vertical Relationships in the Ad-Agency Market?,” with Vera Sharunova

## WORK IN PROGRESS

“Investigating the Effects of Network-Studio Affiliation on TV Advertising of Motion Pictures,” with Julie Holland Mortimer and Vladimir Pavlov

## CONFERENCE PRESENTATIONS AND INVITED SEMINARS

2023: UC Berkeley Haas, Cornell University, University of Mannheim

2022: Duke Fuqua, Columbia GSB, UT Austin McCombs, BU Questrom

2021: Stanford GSB, University of Maryland, Marketing Science

2020: NBER Winter IO meetings, QME

2019: Chicago Booth, UC San Diego, Marketing Science

2018: UC Davis, Marketing Science, Barcelona GSE Summer Forum

2017: QME, Federal Trade Commission, ASSA meetings

2016: Stanford GSB, University of Michigan, Toulouse School of Economics

2015: Tilburg, UCLA Anderson, Yale SOM, Rochester Simon, Green Line IO, EGSC, EARIE, IIOC

## FELLOWSHIPS, GRANTS, AND AWARDS

National Science Foundation grant SES-1919040: *Demand for Advertising and its Impact on Media Content*. Dates: September 2019-August 2022.

Donald and Helene White Dissertation Prize in the Field of Social Sciences (2017)

Dissertation Fellowship, Boston College Department of Economics (2014)

Felter Family Fund Dissertation Fellowship, Boston College Department of Economics (2013)

Donald J. White Award for Excellence in Teaching, Boston College (2013)

*Last updated: July, 2023*